New Features August 2000

Create Groups – Facility & Sector

Display	Balance Report
Path	F3
Market Share	F4
Crossover	F5
Overrides	F6
Groups	

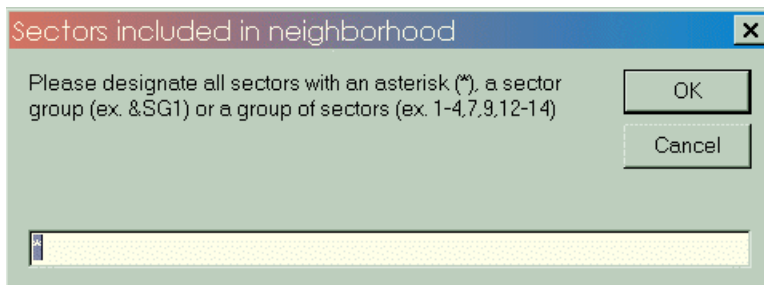To create Sector Group Click on Sector and go to Group Number 1 and click on Add to Group.
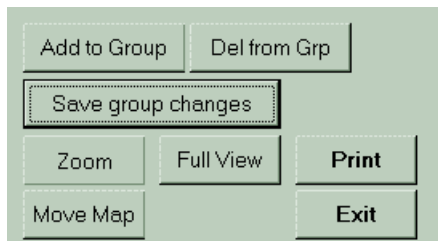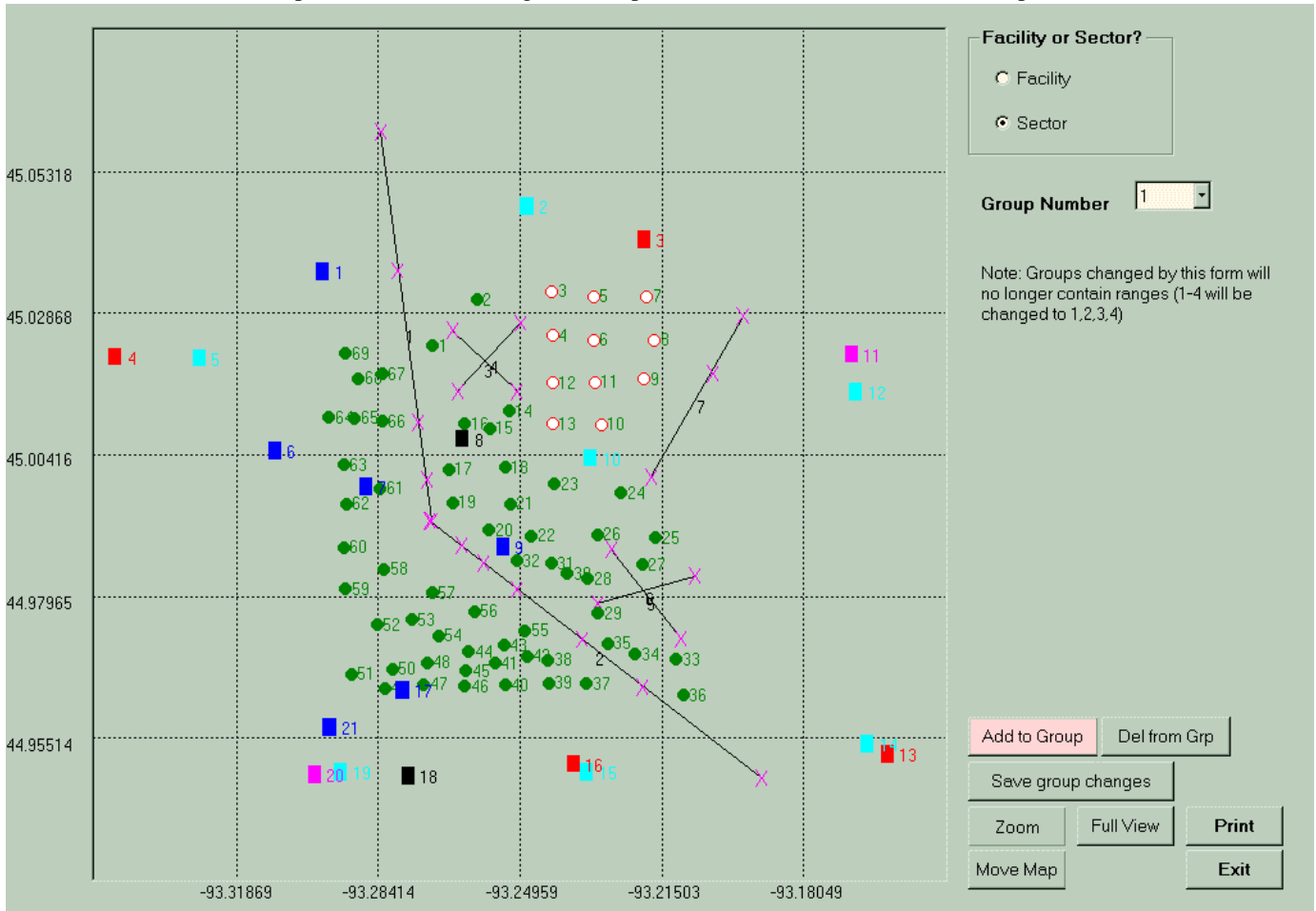
You may need to Zoom in or Out to get desired view, then Save Group changes and you have created a Group.
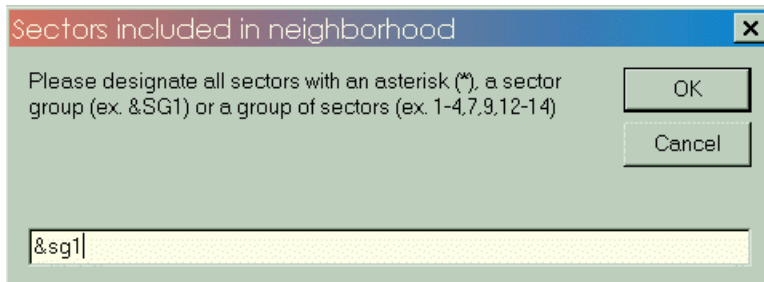
Close-up of Sector Group SG1

Sector groupings can be used for reports such as Sector summary or Neighborhoods (which is similar to District modeling and for establishing a directional pull (curve) in modeling.

The report for Sector Summary would look as follows:

	A	B	C	D	E	F
1			SECTOR SUMMARY			
2						
3	Sector	----Jun2000----			----------Float---------	
4	Map Key	Pop.	PCE	Potential	Percent	Amount
5						
6	3	1,210	29.94	36,227	15.46	5,601
7	4	2,215	30.07	66,605	15.42	10,273
8	5	1,265	30.88	39,063	15.24	5,953
9	6	1,515	30.41	46,071	15.17	6,990
10	7	1,895	32.97	62,478	15.25	9,530
11	8	2,210	31.13	68,797	15.31	10,535
12	9	1,255	32.51	40,800	15.40	6,284
13	10	2,375	31.37	74,504	15.18	11,309
14	11	1,725	30.91	53,320	15.11	8,058
15	12	2,020	28.74	58,055	15.39	8,933
16	13	2,300	30.00	69,000	15.54	10,719
17						
18	Totals	19,985		614,921		94,183
19	Averages		30.77		15.32	

To look at Neighborhood report just follow this procedure
First

Balance Reports | Tactics Reports | Repor

- Trade Area Totals
- Marketplace Profile
- Stores in Operation
- List Facility Sales
- Sector Summary
- Facility Mkt Shr By Sector
- Selected Facil Mkt Shr By Sector
- Chain Mkt Shr By Sector
- Store Volume By Sector
- Chain Summary
- Market Shares by Distance
- Correlation Report
- Competitor Information
- Competitor Scorecard
- Trade Area Data by Sector
- Trade Area Data by Census Tract
- Image Performance Alignment
- Neighborhood Volume and Mkt Shr

Then

Sectors included in neighborhood ✕

Please designate all sectors with an asterisk (*), a sector group (ex. &SG1) or a group of sectors (ex. 1-4,7,9,12-14)

OK

Cancel

*

Next fill in Sector Group

Sectors included in neighborhood ✕

Please designate all sectors with an asterisk (*), a sector group (ex. &SG1) or a group of sectors (ex. 1-4,7,9,12-14)

OK

Cancel

&sg1

Then designate facilities

Facilities wanted in report ✕

Please designate all facilities with an asterisk (*), a facility
group (ex. &FG1) or a group of facilities (ex. 1-4,7,9,12-14)

OK
Cancel

And the report for Neighborhood modeling looks as follows

Del Col			Print		Write to xls File		Write to tab File							
	A	**B**	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
1					NEIGHBORHOOD VOLUME AND MARKET SHARE								Jun 2000
2													
3	Facility			Shr of	Vol from	Draw fr						Total	
4	Map Key	Name		Nbhd	Nbhd	Nbhd	Volume	$/SqFt	Draw	Curve	Radius	Area	Image
5													
6													
7	2	Fresh Foods		12.26	75,361	15.07	500,000	7.46	30.00	45.00	1.50	67,000	97
8	3	Superstore		28.53	175,411	22.20	790,000	10.53	30.00	48.00	1.50	75,000	140
9	8	Basket Foods		1.65	10,121	8.10	125,000	4.31	95.00	75.00	1.50	29,000	78
10	9	Marketbasket		1.33	8,204	9.12	90,000	7.50	95.00	75.00	1.50	12,000	93
11	10	Fresh Foods		30.84	189,645	26.16	725,000	10.07	85.00	61.00	1.50	72,000	148
12	11	Groceryland		4.50	27,653	4.61	600,000	11.76	10.00	37.00	1.50	51,000	88
13	12	Fresh Foods		4.19	25,770	4.22	610,000	9.38	10.00	40.00	1.50	65,000	88
14													
15		Total/Average		83.29	24,389		63,354	3.59				17,667	35
16													
17	Neighborhood = 3,4,5,6,7,8,9,10,11,12,13												
18	Market Share Cutoff is 1												

Directional pull. In group display highlight sectors to be given directional pull.
Then create sector group such as SG2.
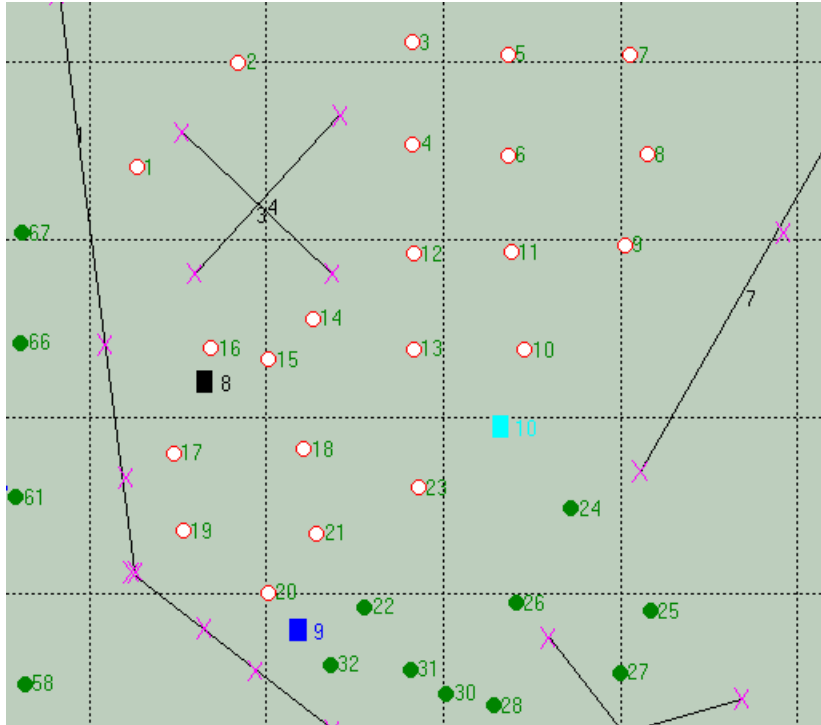
Then go to sector over ride folder and enter Facility 9 and place in Sector group 2 and add desired curve over ride, say 45

	facility id	sector id	Curve Override
1	9	&sg2	45.00

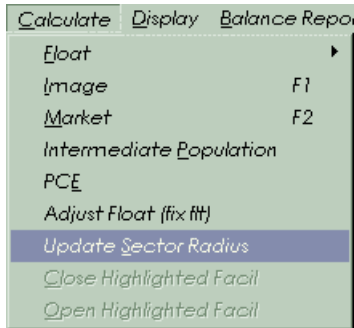Then the model extends to all sectors in sector group the over ride individually when you click back on sector over ride folder as illustrated below

	facility id	sector id	Curve Override
1	9.00	1.00	45.00
2	9.00	2.00	45.00
3	9.00	3.00	45.00
4	9.00	4.00	45.00
5	9.00	5.00	45.00
6	9.00	6.00	45.00
7	9.00	7.00	45.00
8	9.00	8.00	45.00
9	9.00	9.00	45.00
10	9.00	10.00	45.00
11	9.00	11.00	45.00
12	9.00	12.00	45.00
13	9.00	13.00	45.00
14	9.00	14.00	45.00
15	9.00	15.00	45.00
16	9.00	16.00	45.00
17	9.00	17.00	45.00
18	9.00	18.00	45.00
19	9.00	19.00	45.00
20	9.00	20.00	45.00
21	9.00	21.00	45.00
22	9.00	23.00	45.00

There is now a capability for 13 sector over rides and you can use a sector group again if need except that the group is changed to the last created, but the individual over ride is kept for the store to sector.
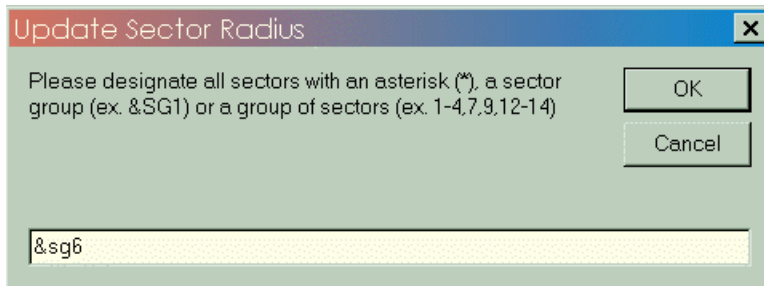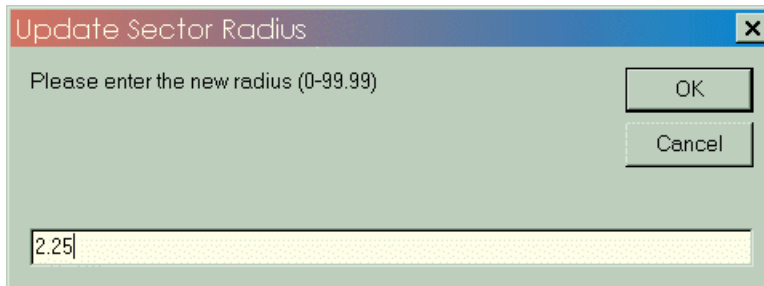
Curve Over rides shown on Display Over rides
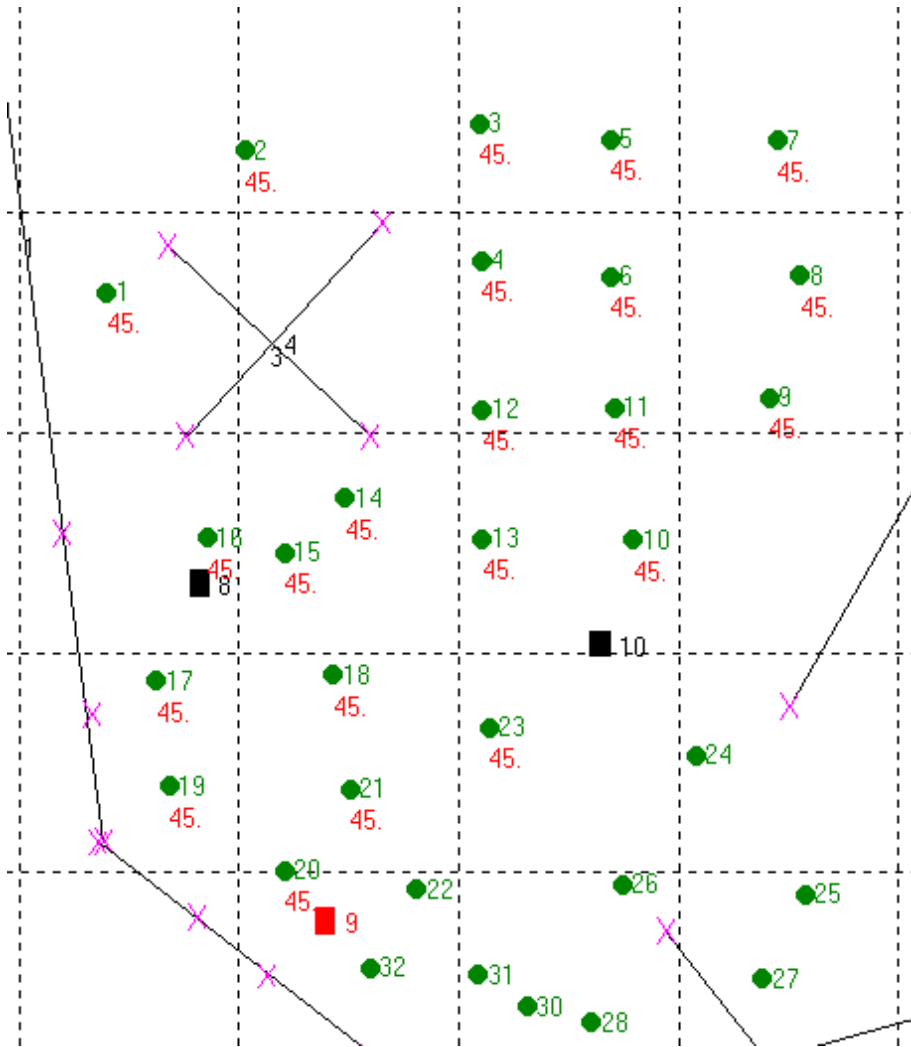
Update Sector Radius can now be handled as in previous versions of Locus
The following illustrations walk you through process.

Calculate Display Balance Repo
  Float   ▶
  Image   F1
  Market   F2
  Intermediate Population
  PCE
  Adjust Float (fix flt)
  Update Sector Radius
  Close Highlighted Facil
  Open Highlighted Facil

Select sectors or sector group that need radius adjustments.

Update Sector Radius   ✕

Please designate all sectors with an asterisk (*), a sector   OK
group (ex. &SG1) or a group of sectors (ex. 1-4,7,9,12-14)
                                                    Cancel

&sg6

Enter in new radius

Update Sector Radius   ✕

Please enter the new radius (0-99.99)   OK

                                                    Cancel

2.25

60.00	0.00
61.00	0.00
62.00	0.00
63.00	0.00
64.00	0.00
65.00	0.00
66.00	0.00
67.00	0.00
68.00	0.00
69.00	0.00

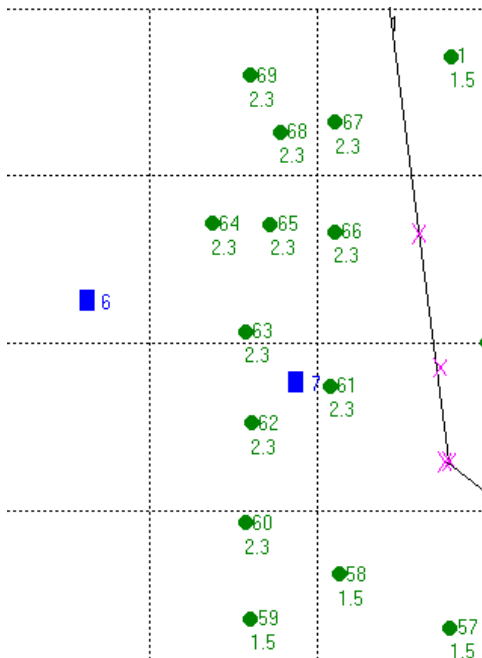| 58.00	0.00
59.00	0.00
60.00	2.25
61.00	2.25
62.00	2.25
63.00	2.25
64.00	2.25
65.00	2.25
66.00	2.25
67.00	2.25
68.00	2.25
69.00	2.25

View of Sector Group
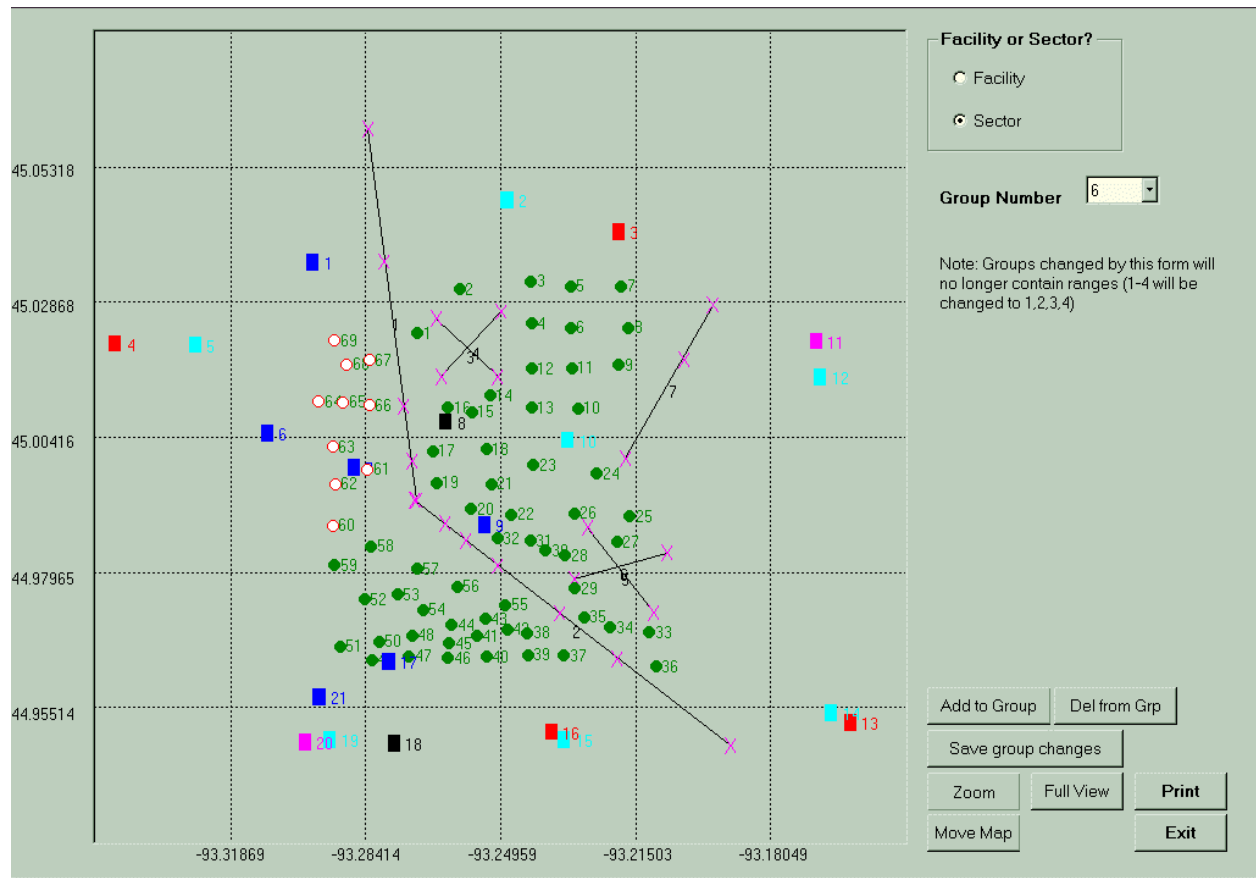
Sectors before adjustment
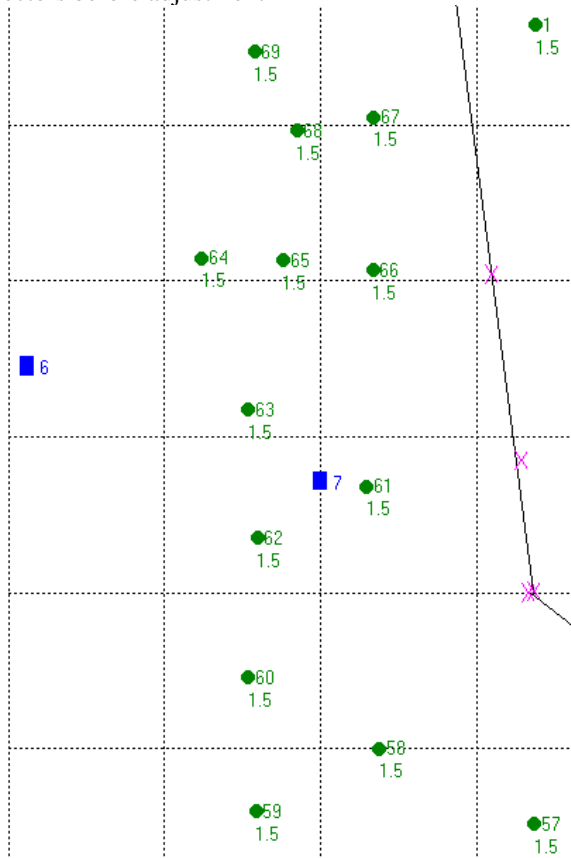
Sectors after sdjustment

To <u>not</u> show addresses on **Balanced Model Report (Stores in Operation)** or **Tactics Report (Projected Marketplace)** go to the Project Info folder and find box that says addresses and select **No**

Include Addresses *	No

* - In Locus.sys file - not in model file

Report will then be as follows:

Facility	Name	---Jun 2000--- Volume	/SqFt	Total Area	Draw	Image
1	Marketbasket	120,000	8.00	15,000	15.00	67
2	Fresh Foods	500,000	7.46	67,000	30.00	97
3	Superstore	790,000	10.53	75,000	30.00	140

To show addresses on reports go to Project Info folder and find box that says addresses and select **Yes**

Include Addresses *	Yes

* - In Locus.sys file - not in model file

Report will then be as follows:

Facility	Name	---Jun 2000--- Volume	/SqFt	Total Area	Draw	Image
1	Marketbasket Chalkley/Iron Bridge	120,000	8.00	15,000	15.00	67
2	Fresh Foods Laburnum/Williamsburg	500,000	7.46	67,000	30.00	97
3	Superstore Quioccasin/Gaskins	790,000	10.53	75,000	30.00	140

Display Path Update:

Move Map	Move Sec	Undo s mv
Add Barr	Add X pt	Del Barr
Zoom	Full View	Del X pt
Fac MK	Sec MK	Mile Grid

You now are able to Move Map, Move Sector, Undo Sector Move, Add Barrier,
Add Cross Point, Delete Barrier, Zoom, Full View, Delete Cross Point,
Show Facility Map Key, Hide Facility Map Key, Show Sector Map Key,
Hide Sector Map Key and have either Mile Grid or Ruler Grid.